



Dean's Report

siue.edu/business



2008

Mission

The mission of the School of Business is to prepare students and business professionals, and to improve business practice through high quality instruction, research and professional activities.



Fall 2008 Enrollment

■ Undergraduate	1,105		
Women	(497)	45%	
Men	(608)	55%	
■ Graduate	319		
Women	(121)	38%	
Men	(198)	62%	

Some Highlights...

- In 2008, SIUE School of Business accounting graduates ranked second among all Illinois state universities on CPA exam scores. Nearly 40 percent of SIUE test takers passed all parts of the exam, just one percentage point under the top-ranked university.
- In the 2007-08 academic year, 300 employers recruited SIUE School of Business students through on-campus career fairs.
- The School of Business, committed to supporting economic growth and a strong business climate, is home to the Small Business Development Center, Entrepreneurship Center and International Trade Center.

Academic Programs

Undergraduate

BS Accountancy
BS Business Administration
BS Business Economics and Finance
BS Computer Management and Information Systems

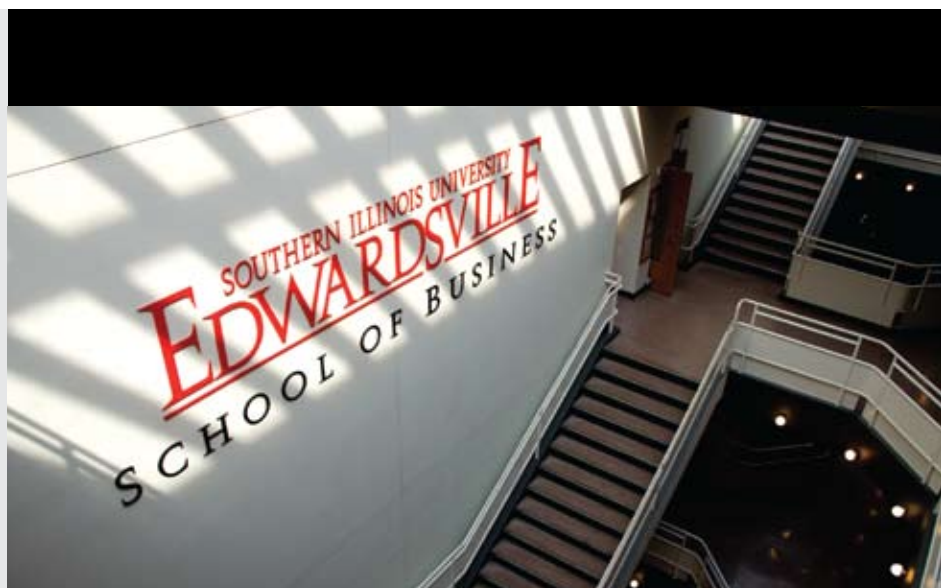
Graduate

Master of Business Administration
MS Accountancy
Master of Marketing Research
MA Economics and Finance
MS Economics and Finance
MS Computer Management and Information Systems

Faculty

Full time	54
Part time	20

The SIUE School of Business is among an elite 10 percent of business schools worldwide that have earned the prestigious seal of approval from the Association to Advance Collegiate Schools of Business (AACSB) International. The SIUE School of Business Accounting Program is accredited through AACSB International. Less than 33% of AACSB-accredited business schools also hold the accounting accreditation.



Dean's Message

"We are committed to our mission. The best way to meet this mission is to offer a blend of excellent classroom experiences and meaningful co-curricular activities."



Dear Friends,

How do you write a retrospective letter when the present time is so totally absorbing and engaging? We decided that we could not do it, so our introduction to the 2007-08 Dean's Report is a mix of past, present and future.

This past summer marked a transition in the School of Business administration. After serving for 18 months as interim vice chancellor for University Relations, Gary Giamartino returned to the School to serve as dean. Tim Schoenecker, who stepped in as interim dean during that period, and who previously served as associate dean, returned to full-time faculty status. We both are grateful to have had opportunities to serve the School and the University in ways that were unanticipated, but productive. The successful leadership transition is but another indicator that our School remains steadfastly committed to excellence in business education.

We are committed to our mission: To prepare students and business professionals and to improve business practice. The best way to meet this mission is to offer a blend of excellent classroom experiences and meaningful co-curricular activities. In this report, we highlight a number of academic and co-curricular activities, including:

- A completely revised MBA curriculum to be implemented in Spring 2009;
- An enhanced international program supported by the Emerson Charitable Trust;
- An expanded portfolio of executive education activities.

The current unprecedented national and global economic turbulence presents challenges to everyone associated with the SIUE School of Business. Our students face an increasingly uncertain job market, and for some, greater difficulty in paying for their education. Many of our alumni face a difficult business environment in which to navigate their businesses and their careers, as well as concerns related to the value of their retirement savings. Our University and our School, which have already been challenged by a difficult budget environment, will likely need to become even less reliant on state appropriations to fund our operations. We are living in interesting times.

We extend our sincere thanks to those alumni and friends listed in this report for their generosity and continued support of our School. Many of the innovations talked about in these pages would not be possible without this private support.

Gary A. Giamartino, Ph.D.
Dean

Timothy S. Schoenecker, Ph.D.
Former Interim Dean

Improving Business Practice

**School of Business Executive Education Programs
prepare business professionals for new levels
of leadership in their careers and within
their organizations.**



Summer Financial Management Institute

The School of Business provides many opportunities for students to gain an international perspective, putting them at a competitive advantage when they graduate.

When students from the largest practice-oriented university in Lower Saxony, Germany, came to SIUE for a five-week institute this past summer, SIUE business and engineering students were included in the experience. They had the opportunity to mingle with the German students, fostering new relationships and expanding cultural views for both groups.

At the request of its international partner school, Fachhochschule Hannover (FHH), the School of Business and its Department of International Programs hosted the Summer Financial Management Institute in the summer of 2008. “FHH looked to us to teach their automotive engineering students about American financial accounting practices,” said Mary Sumner, associate dean for executive education programs.

Students were hand-picked by their employers—Volkswagen, Johnson Controls, WABCO, Continental Tire and other German automobile industry firms—who funded the students’ travel.

Site visits and guest speakers enhanced classroom learning. Students learned first-hand about U.S. automotive manufacturing practices, marketing trends and competitive industry factors during site visits to Mitsubishi, Bloomington-Normal, Ill.; General Motors, Wentzville, Mo.; Plaza Motors, St. Louis; and Continental Tire in Mt. Vernon, Ill.

Industry leaders of Volkswagen USA and the Auffenberg Dealer Network in Illinois spoke to students about sales and marketing strategies, industry trends and external factors affecting the automobile industry.

This program illustrates the global competitiveness of the School’s executive education programs.

Construction Leadership Institute

The Construction Leadership Institute (CLI) raises the professional bar in construction management. Students learn leadership and business management skills that they can immediately apply on the job. Special emphasis is placed on developing communication and presentation skills critical to attaining executive level positions.

The CLI is a unique collaboration between the SIUE Schools of Business and Engineering, the Association of General Contractors of St. Louis and the Southern Illinois Builders Association. The CLI Advisory Board, comprised of leaders in the construction industry, continually updates the course curriculum to ensure alignment with the needs of the construction industry in a rapidly changing environment.

“This partnership between educators and industry leaders goes well beyond the operational level and prepares participants to accept leadership roles in the construction industry,” said Mary Sumner, associate dean for executive and education programs.

A graduate of the SIUE School of Engineering, Mike Grupe attended the CLI at the recommendation of his employer, Fred Weber Inc. “One of the most important skills I learned was effective communication. I use these skills daily as I negotiate with unions and work with

development representatives,” Grupe said. “My promotion to senior project manager was a direct result of the knowledge and experiences I gained through the CLI.”

For CLI graduate Tom Sieckhaus, senior vice president and partner, Clayco Inc., the best takeaway was the relationships he developed with people who are in the same industry. “The CLI was a great experience and the time commitment was well worth it,” he said.



Len Toenjes, President, Associated General Contractors of St. Louis

In Fall 2008, more than 250 managers representing nearly 50 regional companies and organizations attended project management programs, seeking the advanced knowledge and skills they need to effectively lead projects. In addition, the annual Project Management Symposium brings together more than 100 project managers to share best practices in project management.



Michael V. Roberts, Chairman and CEO, The Roberts Companies

Excellent Business Education

Savvy Business Sense

School of Business students can enhance their classroom learning by participating in a professional student organization. Senior Danielle Martin joined the American Marketing Association (AMA) student chapter during her sophomore year. “I was involved in intramurals and residence hall activities, but I was looking for an opportunity that was related to my major,” she said. “It’s all about making connections.”

Danielle was an active member of AMA this year when they won first place in the Enterprise Rent-A-Car Student Organization of the Year Awards competition. The Award honors the work and dedication of student participants in the School of Business student organizations.

Serving as chapter president this year, Danielle balances her classes and a marketing internship at a medical equipment company with her AMA responsibilities. There are weekly officer meetings, monthly member

meetings, planning sessions with next year’s chapter president, special events and more.

Under her direction, SIUE’s AMA chapter brings top-level executives on campus twice a year. The Corporate Networking Night supplements the University’s career fair and offers AMA members the unique opportunity to network with area business leaders and ask questions regarding the hiring process and career planning.

Danielle excels at planning and organizing and welcomes the challenges her involvement brings. She knows that her hard work will give her an edge as she enters the business world.

“There are many benefits to being in a professional student organization. I’ve learned so much about marketing research and strategic planning,” she said. “I can talk forever about what I’ve learned through AMA, which makes the interview process much less stressful.”



“There are many benefits to being in a professional student organization. I’ve learned so much about marketing research and strategic planning.”

**Danielle Martin
Senior, School of Business**

SIUE Business Students Compete

SIUE accounting graduates who took the CPA exam had reason to celebrate this year - they ranked second among all Illinois state universities on CPA exam scores. Nearly 40 percent of SIUE test takers passed all parts of the exam, just one percentage point under the top-ranked university.

“This is a great accomplishment for our graduates and our program,” says Mike Costigan, professor and chair of the Department of Accounting. “We have rigorous courses, dedicated teachers and mutual high expectations – we expect a lot of our students, and they expect a lot from our faculty.” He adds that this is translating directly for students. This year, 15 accounting firms recruited on campus – more than ever before.

The School’s American Marketing Association (AMA) student chapter recently won third prize and received a \$1,500 award at the 30th Annual AMA International

Collegiate Conference. The team competed against more than 50 participating teams from across the country to develop a marketing strategy for a book publisher to increase the company’s web site presence in the collegiate market.

Assistant professor of marketing and AMA student chapter advisor, Edmund Hershberger, marveled at the hard work the students put in on the project. “This annual competition is an extracurricular challenge that these students tackled in addition to their demanding school obligations,” he said.

Part of this increasing competitiveness is a result of ongoing curricular updates. Ongoing curriculum improvements, along with an increasing emphasis on people skills and real-world experience, is proving a winning combination for graduates entering a highly competitive workforce.



British Member of Parliament, Brian Hogan, visiting with School of Business students.

Improving Student Learning


Making the Most of the MBA

The *Princeton Review* continues to rank the SIUE School of Business as one of the best MBA programs in the country. Even with this national recognition, the School of Business recently retooled the MBA curriculum to better accommodate the array of work experience among program students. “The SIUE School of Business has a long tradition of offering excellent, innovative business programs,” said Associate Dean for Academic Affairs Janice Joplin. “Staying original requires regular competitor analysis and program assessment.”

The new curriculum is more appealing to working professionals, particularly those with non-business undergraduate degrees. The SIUE MBA provides an important advantage for professionals from a broad range of backgrounds, such as engineering and nursing, who are looking to move into managerial positions.

This leading-edge MBA curriculum, launched in spring 2009, develops the professional capabilities of managers working in business. It prepares students to analyze, interpret and use information for formulating, communicating and implementing managerial decisions in business organizations. Throughout the courses, students are challenged to consider the ethical management of resources in a global business environment. Courses in quantitative analysis, decision making and negotiations will sharpen students’ ability to integrate knowledge from disciplinary-specific areas into models and solutions for complex business problems.

“The common thread among our MBA students is their desire to learn and grow as business professionals and make a positive impact in the world,” said Joplin. “This MBA curriculum makes that possible.”



“The MBA Curriculum has provided me the ability to determine the ideal mix of methodologies that would best suit a given managerial decision-making issue.”

**Sharon Bennett, MBA '09
Peabody Energy**

Each year, The Boeing Co. invites SIUE Boeing Scholarship recipients to a reception where students learn more about the company and get to know Boeing employees.



Photo by: Ron Bookout, The Boeing Co.

Left to Right: Dean Giamartino; Kristen Nolte, Scholarship recipient; Matt Daniels, Boeing Company; Stephanie Medhurst, Scholarship recipient.

It's Good Business

The School of Business is committed to building mutually beneficial relationships with the business community. Over the past year, the School has seen an increasing investment in students through generous corporate scholarships and awards from a variety of organizations.

“Supporting the SIUE School of Business is a natural fit with our club’s membership, which is composed principally of local business leaders,” said Edwardsville Rotary Club President John Motley. “Club members have the opportunity to meet the scholarship recipient and hear about his or her plans upon graduation at an annual luncheon meeting.”

With the commitment and support of the local business community, there is no limit to what SIUE School of Business students can achieve.

Financial Executives International St. Louis Chapter presents ten \$1,000 academic awards to students from area universities, including SIUE, who are in their junior year and following an accounting or finance course of study.

SyllogisTeks awards a \$1,000 scholarship to a junior or senior student with a GPA of 3.0 or higher and a declared major of information technology.

Hortica Insurance & Employee Benefits provides a \$1,000 per semester, renewable scholarship to a student with full-time undergraduate status who exhibits strong leadership qualities.

The Rotary Club of Edwardsville provides an annual \$6,000 scholarship to a junior or senior business student who graduated from Edwardsville High School.

The Boeing Co. provides two \$3,000 scholarships to full-time business students with a minimum GPA of 3.2 and proven leadership attributes.

“The School of Business has been ahead of the technology curve for quite awhile. Offering scholarship support is extremely helpful to our company,” said Lisa Null, director of SyllogisTeks, a St. Louis-based information technology staffing company.

Faculty Development

Emerson Mexico leadership and SIUE School of Business faculty meet at Emerson Mexico's new headquarters.



Faculty participants include Dr. Brad Reed; Dr. Ayse Everensel; Dr. Madhav Segal; Dr. Thomas Jordan; Ms. Silvia Torres-Bowman; Dr. Gary Giamartino.

Gaining Global Insight

When it comes to getting a job after graduation, global exposure in a tough business environment can give students the competitive edge they need over students from other institutions. An initial \$30,000 grant from Emerson, a diversified global manufacturing and technology company, brings SIUE School of Business students one step closer to achieving that edge.

The grant funded travel to Emerson businesses in South and Central America for several School of Business faculty members last summer. Professors met with some of the company's top leaders, enabling them to establish solid relationships and initiate the first phase of what hopefully will evolve into a successful, dynamic component to classroom study.

Ayse Evrensel, assistant professor of economics and finance, said the time spent with Emerson executives offered important insights into how a successful American corporation operates on the international stage.

Future phases of the grant will fund student travel to these locations to gain the international business savvy essential to thrive in the industry. With the students' travel will come the responsibility of course work and written assignments, as well as the chance to earn college credit and make important business connections.

"When our students graduate, it is important that they not only know the subject matter, but that they can apply it to the realities of the business world," Evrensel said. "There is no substitute for real-life experience."

Selected Faculty Scholarly Activities

Journal Articles

Boldt, Margaret, Seay, R. and Hardin, M. (2007)

Is Deregistration Keeping Investors in the Dark? Journal of Financial Service Professionals, 61(6).

Douglas, Thomas, Clemens, B. and Bramford, C. (2007)

Choosing Strategic Responses to Address Environmental Regulations: Size, Perceived Influence and Uncertainty Business Strategy and the Environment. Wiley InterScience, Vol. 17.

Evrensel, Ayse Y. and **Kutan, Ali** (2007) Are Multinationals Afraid of Social Violence in Emerging Markets? Evidence from the Indonesian Provinces. Journal of Economic Studies, 34(3), 59-73.

Hafer, Rik and Jones, Garrett (2008), June Dynamic IS Curves With and Without Money: An International Comparison. Journal of International Money and Finance, 27(4), 609-616.

Joplin, Janice, White, G.O. and Salama, M.F. (2007) Contracts and Conflict Resolution Strategies in Foreign Ventures: A Transaction Cost Perspective. International Journal of Conflict Management, 18 (4), 376-390.

Judge, William, **Douglas, Thomas** and **Kutan, Ali** (2008) Institutional antecedents of corporate governance legitimacy. Journal of Management, 34 (4), 765 - 785.

Kutan, Ali, Bahmani-Oskooee, M. and Zhou, S. (2007) A Century of Purchasing Power Parity: Further Evidence to the Economics Bulletin. Evidence. Economics Bulletin, 6 (31),1-9.

Kutan, Ali and **Evrensel, Ayse Y.** (2008) Impact of IMF-related news on capital markets: Further evidence from bond spreads in Indonesia and Korea. Journal of International Financial Markets, Institutions and Money, 18(2), 147-60.

Lovata, Linda (2007) Earnings Management: The Game. Journal of Forensic Accounting, Vol. 19.

Lovata, Linda, Costigan, Michael and Master-Stout, M. (2008) Goodwill Impairments and Chief Executive Officer Tenure. Critical Perspectives on Accounting, Vol. 19.

Love, Mary Sue and Forret, M. (2008) Employee Justice Perceptions and Coworker Relationships. Leadership and Organization Development Journal, 29(3), 248-260.

Love, Mary Sue and Forett, M. (2008) Exchange Relationships at Work: An Examination of the Relationship Between Team-member Exchange and supervisor Reports of Organizational Citizenship Behavior. Journal of Leadership and Organizational Studies, 14(4), 342-352.

Madupalli, Ramana, Boles, J., Rutherford, B., and Wood, J. (2007) The Relationship of Facets of Salesperson Job Satisfaction with Affective Organizational Commitment. Journal of Business and Industrial Marketing, 22(5).

Moore, Jo Ellen and **Love, Mary Sue** (2008) Geeks and Non-Geeks Working Together: A Winning Playbook! Cutter Benchmark Review, 8 (10), 5-11.

Navin, John and **Sullivan, Timothy** (2007) Do Riverboat Casinos Act as Competitors? A Look at the St. Louis Market. Economic Development Quarterly, 21, 49-59.

Powell, Anne, Bordoloi, Bijoy and Ryan, S. (2007) Data Flow Diagramming Skills Acquisition: Impact of Cooperative Versus Individual Learning. Journal of Information Systems Education, 18 (1)

Reed, Brad, Costigan, Michael, Ortegren, Alan and **Lovata, Rutz, Linda** (2007) Auditors as Monitors: Evidence from Discretionary Accruals of Laventhol and Horwath Clients. Review of Accounting and Finance, 6 (4) .

Reed, Brad and Hyatt, T. (2007) An Examination of the Recently Restated Financial Statements due to Inappropriate Lease Accounting. Academy of Accounting and Financial Studies Journal, 11 (3), 69-84.

Segal, Madhav and **Hershberger, Edmund** (2007) Ads for MR Positions Reveal Desired Skills. Marketing News, Feb. 1, 28-33.

Segal, Madhav and **Giacobbe, Ralph** (2007) Ethical Issues in Australian Marketing Research Services: An Empirical Investigation. Services Marketing Quarterly, 28 (3), 33-53.

Sumner, Mary, Niederman, F., and Maertz, C. (2007) Testing and Extending the Unfolding Model of Voluntary Turnover to IT Professionals. Human Resources Management Journal, 46 (3), 331-348.

Swanson, Laura (2008) The Lean Lunch Decision Sciences. Journal of Innovative Education, 6(1), pp 153-157.

Watson, George, Papamarcos, S.D. and Latshaw, C. (2007) Individual-Collectivism and Incentive System Design as Predictive of Productivity in a Simulated Cellular Manufacturing Environment International. Journal of Cross Cultural Management, 7(2), pp 253-265.

Watson, George and **Berkley, Robyn** (2007) Testing the Value-Pragmatics Hypothesis in Unethical Compliance. Journal of Business Ethics.

Books and Chapters

Hafer, Rik and Hein, S. E. (2007) The Stock Market. Greenwood Press.

Kutan, Ali, Douglas Thomas and Judge W. (2008) Does corruption hurt economic development? Evidence from Middle Eastern and North African and Latin American countries. S. Sayan (Ed.). Economic Performance in the Middle East and North Africa: Institutions, Corruption and Reform.

School of Business Advisory Boards

The School of Business works closely with the business community in order to provide the very best business expertise to develop programs that provide a foundation for students to become leaders in their chosen careers. The commitment of these advisory board members to lend their expertise and to serve the School of Business as ambassadors in the business community is gratefully recognized and appreciated.

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